



Social Marketing & Evaluation (S.O.M.E.) Team (a Project-based Team)

We are dedicated to promoting the values, strengths, needs and hopes of families and youth in Erie County through social marketing and evaluation activities. Ensuring that our voices are heard throughout the Erie County system of care.

- Family Movement Meetings
- Youth Group Meetings
- Peer-to-Peer Support Group Meetings
- Community Events



- A voice in marketing & evaluation
- Meet monthly - No project. No Meeting.
- Refreshments & Fun always
- For ages 11+
- Looking for your ... creative & artistic talents, computer/technology, etc to make written words family & youth friendly.

- S.O.M.E. Profile
- Stipend & Photo Release Form
- Review Agenda
- Parents Call Parents for Meeting



- \$15 Stipends
- Family & Youth Movement
- Frequency: Monthly

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Our Purpose

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Their real Benefits are ...

- Community ambassadors.
- Information sharing.
- Individual talents from diverse backgrounds.
- View the written word differently than the professionals.
- Most productive volunteers & willing to do homework.
- Want to understand what they are reading.

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Their Value

- Simplify language
- Creative with innovative ideas.
- Exhibits the ability to learn & to be involved.
- Desire to be valued and respected
- Invest their time in efforts to help others.
- Educated & talented with diverse work experience.
- Believe in Teamwork & Leadership

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Social Marketing Projects

- Newsletter development
- Website development
- S.A.C.S. Presentation
- Awareness Day Planning
- Brochure development
- Our Voices Count Too! Booklet

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Evaluation Projects

- Focus Group & WFI Interviews
- Evaluation data for Newsletter
- Review Columbia Impairment Scale-CIQ: Follow-up Reports
- Knowledge & Effectiveness Survey



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Team Participate in ...

- Event Planning
- Newsletter & Website content
- Community Events & Seminars
- Development of marketing materials
- Evaluation Data Review
- Special Projects



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Recruiting Avenue

3
Recruiting Messages

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Our Process



Presenters:

- Deborah A. Porter, Director of Social Marketing
- Joan B. Kernan, Evaluation (University at Buffalo)
- Pamela Gregory, Parent/Family Advocate
- Renee Mines, Youth
- Marie Morilus-Black, Project Director for FVN